

APPENDIX 2. THE QUESTIONNAIRE

Web Management in the Federal Government

In Search of Best Practices



The Performance Institute

Instructions:

Please select with a "X" all the answers that apply to each question.
Using a 5-point scale, please use the right columns to evaluate the effectiveness, importance, and difficulty of each Web practice.

5=Completely; 4=Very; 3=Somewhat; 2=Not very; 1=Not at all

1. To what extent does your organizational leadership consider the Web to be integral to your organizational activities?

- ☐ Completely
- ☐ Mostly
- ☐ Somewhat
- ☐ Little
- ☐ Not at all

Effectiveness (E)

Importance (I)

Difficulty (D)

2. To what extent do employees at all levels of your organization consider the Web to be integral to organizational activities?

- ☐ Completely
- ☐ Mostly
- ☐ Somewhat
- ☐ Little
- ☐ Not at all

3. To what extent does your organization coordinate Web infrastructure, content, and other Web activities?

- ☐ Completely
- ☐ Mostly
- ☐ Somewhat
- ☐ Little
- ☐ Not at all

4. To what extent is your organization's Web strategy aligned with the organizational mission?

- ☐ Completely
- ☐ Mostly
- ☐ Somewhat
- ☐ Little
- ☐ Not at all

	E	I	D
5. To what extent do you involve all stakeholders (executives, IT developers, content providers, customers) in the development of new Web functionality?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
6. To what extent does your organization ensure that Web activities fit within the IT Enterprise Architecture?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
7. To what extent does your organization control new Web development?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
8. To what extent does your organization's Web presence use a consistent page design?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
9. What processes does your organization use to approve new Web content?			
<u>Text and images:</u>			
___ Peer review			
___ Supervisory review and approval			
___ Executive management approval			
___ Other _____			
<u>Applications:</u>			
___ Supervisory review and approval			
___ Business planning and project planning			
___ Executive management approval			
___ Usability testing			
___ Other _____			

	E	I	D
10. What processes does your organization use to verify the integrity and validity of content over time?	_____	_____	_____
___ Ad-hoc content review by individual content owners			
___ Review by individual content owners based on content type (for example, news more often than science)			
___ Periodic review by central manager based on content type (for example, news more often than science)			
___ Automated review using content management software rules and tools			
___ Other _____			
11. How does your organization decide when to archive out-of-date content?	_____	_____	_____
___ Ad hoc manual review and approval			
___ Periodic manual review and approval			
___ Scheduled automated process			
___ Other _____			
12. How does your organization manage content that you co-own with partners?	_____	_____	_____
___ You manage at your site			
___ Partner manages at partner site			
___ Third party manages at third-party site			
___ Shared management			
___ Other _____			
13. How does your organization ensure easy Web navigation as the Website changes?	_____	_____	_____
___ Ad hoc process			
___ Ongoing evaluation as content evolves			
___ Periodic redesign of navigation as content evolves			
___ Enterprise information architecture allows new content without complicating navigation			
___ Other _____			
14. How does your organization optimize the effectiveness of your search tool?			
___ Keywords from standardized taxonomy	_____	_____	_____
___ Careful data management for information records	_____	_____	_____
___ Careful use of metatags	_____	_____	_____
___ Development of an in-house search tool	_____	_____	_____
___ Contract for commercial search engine	_____	_____	_____
___ Other _____	_____	_____	_____
15. To what extent does your organization lean toward a geographically centralized Web infrastructure?	_____	_____	_____
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			

	E	I	D
16. To what extent does your organization standardize on one Web hardware and software platform?			
<u>Hardware:</u>			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
<u>Software:</u>			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
17. How well staffed are your Web activities?			
___ Very well staffed			
___ Adequately staffed			
___ Unevenly staffed			
___ Poorly staffed			
18. To what extent is your organization's Web staff adequately trained?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
19. To what extent are your Web staff positions appropriately classified and at the appropriate grade for the work they do?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			
20. To what extent does your organization adequately reward Web staff for good performance?			
___ Completely			
___ Mostly			
___ Somewhat			
___ Little			
___ Not at all			

	E	I	D
21. What Web activities does your organization outsource?			
Human resources:			
___ None	_____	_____	_____
___ Content design and development	_____	_____	_____
___ Content management	_____	_____	_____
___ Data and information management	_____	_____	_____
___ IT operations and maintenance	_____	_____	_____
___ Customer service	_____	_____	_____
___ Help desk	_____	_____	_____
___ Project management	_____	_____	_____
___ All	_____	_____	_____
___ Other _____	_____	_____	_____
IT resources:			
___ None	_____	_____	_____
___ Networks	_____	_____	_____
___ Servers	_____	_____	_____
___ Databases	_____	_____	_____
___ Telephony	_____	_____	_____
___ Other _____	_____	_____	_____
22. How well funded are your Web activities?	_____	_____	_____
___ Very well funded			
___ Adequately funded			
___ Unevenly funded			
___ Poorly funded			
___ Other _____			
23. How are Web activities accounted for in your organization's budget?	_____	_____	_____
___ Overhead			
___ Web activities line item			
___ Cost-recovery			
___ Part of core mission activities			
___ Contract cost			
___ Combination of the above			
___ Other _____			
24. How does your organization identify the kinds of customers you serve on the Web?			
___ Cookies	_____	_____	_____
___ Customer registries	_____	_____	_____
___ Customer feedback	_____	_____	_____
___ Customer surveys	_____	_____	_____
___ Other _____	_____	_____	_____

	E	I	D
25. To what extent does your organization translate Web analytics or customer feedback into improvements to your Websites?			
<input type="checkbox"/> Completely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Mostly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Somewhat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Little	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Not at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. How does your organization measure Web customer satisfaction?			
<input type="checkbox"/> Web-based pop-up surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Written or email customer surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Customer focus groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Customer feedback from "contact us" on Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Customer mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Face-to-face contact with customers at special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. What performance measures does your organization use to evaluate Web management?			
<input type="checkbox"/> Web-customer satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Absence of customer complaints	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Accomplishment of Web goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Accomplishment of program mission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Staying on budget for Web projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Executive and management satisfaction with Web presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

28. How did your organization evolve into a best practices Web organization?

29. What are the key steps organizations need to take to reach your level of maturity in Web management?

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE

Organization: Department of Housing and Urban Development

Name: _____

Job Title: _____

Email: _____

Phone: _____

Please email your response to: fuller@performanceweb.org
Otherwise, you can fax your response to 703-894-0482

If you have questions, please page Kit Fuller at 303-851-1119, enter your phone number.
You may also call the Performance Institute, 703-894-0481, X230.